

GOVERNMENT OF ANDHRA PRADESH  
A B S T R A C T

YAT & C Department - 11<sup>th</sup> Conference of Biological Diversity being held in Hyderabad in October, 2012 - Printing of Theme Based Tourism Promotional Material - Sanctioned for an amount of Rs.66,90,000/- (Rupees sixty six lakhs and ninety thousand only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 678

Dated 14-09-2012.  
Read the following:-

1. Government Letter No.3817/PMU/ADC/2012, YAT & C (PMU) Department, Dated 17-08-2012.
2. M/s. Livewires Advertising Private Limited, Hyderabad, Invoice No.PROD-125; PROD-126; PROD-127, Dated 01-08-2012.

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**ORDER:-**

Government of India who has chosen the City of Hyderabad where an International Bio-diversity Conference of Parties (COP-11) on biological diversity will be organised from October 1<sup>st</sup> to 9<sup>th</sup>, 2012, at Hyderabad International Convention Centre. Hyderabad has been selected for the mega event over other four Metros of the Country. It is found to be an ideal place because of the availability of developed logistic infrastructures and other facilities required to conduct the conference. More than 30 Countries and 12000 delegates are expected to participate in the convention. It will also be the first meeting of a Conference of the Parties to a multilateral environmental agreement since 2002.

2. Since, more than 30 Countries and 12000 delegates are expected to participate in the convention, it is felt necessary that the existing promotional material needs to be immediately upgraded with the latest information and new layouts and art works depicting the State of Andhra Pradesh.

3. In the reference 1<sup>st</sup> read above, Government has allotted the work to M/s. Livewires Advertising Private Limited, Hyderabad for an amount of Rs.66,90,000/- towards Design, Development, Processing, Printing & Supply of the A.P. Tourism Promotional Material, after calling 3 quotations and among 3 M/s. Livewires Advertising Private Limited, Hyderabad has submitted lowest quotation for the desired quantity.

4. In the reference 2<sup>nd</sup> read above, M/s. Livewires Advertising Private Limited, Hyderabad have submitted invoice towards printing the A.P. Tourism promotional literature material with a request for arranging payments as follows:

S.No.	Name of the promotional material	Invoice No.	Amount Rs.
1.	Coffee Table Book	PROD-125	25,28,100/-
2.	A.P. Tourism Bags (Jute Bags with logo printing)	PROD-126	20,63,211/-
	Calendar of Festivals (Wall)		
	Calendar of Festivals (Brochure)		
3.	23 District Brochures	PROD-127	20,99,728/-
TOTAL.....			66,91,039/-

p.t.o

5. Government, after careful examination of the matter hereby sanction an amount of Rs.66,90,000/- (Rupees Sixty Six Lakhs and Ninety Thousand Only) to M/s. Livewires Advertising Private Limited, Hyderabad towards Design, Development, Processing, Printing & Supply of the A.P. Tourism Promotional Materials and release 50% of the total amount i.e. Rs.33,45,000/- (Rupees thirty three lakhs and forty five thousand only) as advance in the first instance and the remaining will be released after completion of the above said work and after delivery of the entire material.

6. The amount sanctioned at para-5 above shall debited to the following Head of Account:

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500- Other Charges, 503 - Other expenditure”.

7. The Drawing and Disbursing officer, YAT & C (PMU) Department shall draw an amount of 50% of the total amount i.e. Rs.33,45,000/- initially from the amount sanctioned at para-5 above and disburse the same to M/s. Livewires Advertising Private Limited, Hyderabad through Bank. The following are the Bank details:

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarakapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
M/s. Livewires Advertising Private Limited, Hyderabad  
The Drawing and Disbursing Officer, YAT & C (PMU) Department  
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.

**Copy to:**

The YAT & C (PMU-Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER